

PR Account Coordinator Job Description

Summary

The Account Coordinator position is responsible for providing entry-level support for multiple account teams. Work includes ownership of client coverage reports, developing media lists, monitoring trends, reviewing publications, and some media relations support. Additionally, there is potential opportunity to work on blogger and influencer relations and social media for our natural food brands. The position assists in building, implementing, managing and reporting on effective communication programs for clients.

Duties and Responsibilities

Media:

- Monitors, tracks and reports editorial and social media coverage for multiple clients.
- Finds and flags stories while monitoring media and suggesting opportunities to client teams.
- Identifies pitching opportunities.
- Develops accurate lists of the most appropriate journalists and bloggers for outreach.
- Maintains and updates existing media lists.
- Writes and proofreads media materials and pitches.
- Coordinates and executes media mailings.
- Reviews publications and identifies trends.

Agency Support:

- Assists multiple client teams in media relations and execution of PR programs.
- Provides backup support for the Studio Assistant by answering phones and providing daily news reports.
- Supports agency content development and marketing efforts.
- Volunteers to take the first step in new projects, e.g., summarizes meeting notes or conducts research for missing information.
- Works collaboratively in a team environment with a spirit of cooperation.
- Volunteers to help co-workers on projects before being asked.
- Closes the loop on assignments and notifies team members when action items are complete.
- Successfully multitasks within collaborative team structure and open work environment.

- Displays excellent communication skills including writing, research and persuasion skills required in working with account executives, senior account executives, account supervisors and account directors. Communicates regularly and promptly so everyone is up to date and in the loop.
- Displays the ability to communicate effectively and remain calm and courteous under pressure.
- Respectfully takes direction from supervisors and managers.
- Maintains punctual, regular and predictable attendance.

Development

- Willingly tries new tasks and projects.
- Asks questions and approaches work with curiosity and interest.
- Responds positively to client and team requests.
- Delivers work on or before deadline. Alerts team members in advance if a deadline may be at risk.
- Strives for consistency and accuracy in all deliverables.
- Reaches out to team members to seek expertise and counsel.
- Stays open to and responds positively to feedback.
- Masters coverage monitoring, tracking and reporting.
- Flawlessly executes projects, such as product mailings and e-newsletter production and distribution.
- Participates in local professional development opportunities, e.g., PRSA and AMA meetings.
- Requests help in prioritizing workload when faced with conflicting deadlines.
- Regularly contributes content to the agency's blog and newsletter.
- Develops relationships and engages with media and influencers via social media.

Qualifications

As an Account Coordinator, you are adept at creative thinking and idea generation, honing your craft every day. You can perform the essential job duties with or without reasonable accommodations and without posing a direct threat to the safety or health of employees or others. We'll make reasonable accommodations to enable individuals with disabilities to perform the essential functions.

Bachelor's degree (B.A.) from a four-year college or university in Journalism, PR or Communications; or one to two years related experience, and a minimum of one year of PR internship experience. PR agency background and experience with social media and digital communications are preferred.

Work Environment

Ability to multitask within our collaborative team structure and open work environment with varied noise and distractions levels.